



WSOC-TV  
1901 North Tryon Street  
Charlotte, NC 28206-2700

WSOC-TV

Smart Media Group  
814 King Street  
Suite 400  
Alexandria, VA 22314

# Contract # 321038

## Schedule Dates

10/01/12-10/07/12

## Advertiser

Pol/P McCrory/R/Scov/NC (16611)

## Agency

Smart Media Group (1343)

## Product

Political - State Candidate (1071)

## Brand

CO1C07 FOR GOV (132441)

## Salesperson

Telerep/Philadelphia, Philadelphia (1057)

## Sales Office

Telerep/Philadelphia

## Buyer Name

HANLEN, LINDSAY

## Phone/Fax

/

## CPE

MCCRO/ORDR/CO1C07

## Account Types

National/Political

## Billing Type

Standard

## Comments

MCCRORY FOR GOVERNOR  
MCCRORY FOR NC GOVERNOR

## Charlotte (WSOC)

By Broadcast Month	Spots	Rate
Oct. 2012	55	\$44,750.00
<b>Grand Total:</b>	<b>55</b>	<b>\$44,750.00</b>

Date Entered 07/06/12

Last Modified 09/28/12

Entered By Jill Hipskind

CO-OP No

Headline # 06221194

Demo

Order Type Normal

Package Deal

Commission % 15.00

Commission \$6,712.50

Net Total \$38,037.50

Sales Tax

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
1.1	Cancelled Line / Spot	10/05/12-10/05/12	5	:30	10A- 11A (EST)						1			1	\$245.00	\$245.00	Charlotte (WSOC)	DR PHIL	9/28/12
2.0	Cancelled Line / Spot	10/05/12-10/05/12	4	:30	10P- 11P (EST)						1			1	\$2,500.00	\$2,500.00	Charlotte (WSOC)	20/20	8/3/12
3.1	Cancelled Line / Spot	10/05/12-10/05/12	6	:30	11P- 11:35P (EST)						1			1	\$750.00	\$750.00	Charlotte (WSOC)	EYEWITNESS NEWS	9/28/12
4.3	Normal Line / Spot	10/05/12-10/05/12	5	:30	1P- 2P (EST)						1			1	\$375.00	\$375.00	Charlotte (WSOC)	chew	8/22/12
5.1	Normal Line / Spot	10/05/12-10/05/12	5	:30	12P- 1P (EST)						1			1	\$375.00	\$375.00	Charlotte (WSOC)	EYEWITNESS NEWS	9/28/12
6.3	Normal Line / Spot	10/05/12-10/05/12	5	:30	4P- 5P (EST)						1			1	\$825.00	\$825.00	Charlotte (WSOC)	DR OZ	9/28/12
7.2	Normal Line / Spot	10/05/12-10/05/12	5	:30	5P- 5:30P (EST)						1			1	\$850.00	\$850.00	Charlotte (WSOC)	EYEWITNESS NEWS	9/28/12
8.2	Normal Line / Spot	10/05/12-10/05/12	5	:30	5:30A- 6A (EST)						1			1	\$425.00	\$425.00	Charlotte (WSOC)	NEWS DAYBREAK	9/28/12
9.0	Cancelled Line / Spot	10/05/12-10/05/12	5	:30	5:30P- 6P (EST)						1			1	\$750.00	\$750.00	Charlotte (WSOC)	EYEWITNESS NEWS	8/3/12
10.2	Normal Line / Spot	10/05/12-10/05/12	5	:30	6P- 6:30P (EST)						1			1	\$1,100.00	\$1,100.00	Charlotte (WSOC)	6P NEWS	9/28/12
11.1	Normal Line / Spot	10/05/12-10/05/12	5	:30	6A- 7A (EST)						1			1	\$850.00	\$850.00	Charlotte (WSOC)	NEWS DAYBREAK	9/28/12
12.2	Normal Line / Spot	10/05/12-10/05/12	5	:30	7A- 8A (EST)						1			1	\$775.00	\$775.00	Charlotte (WSOC)	GMA	9/28/12
13.2	Normal Line / Spot	10/05/12-10/05/12	5	:30	9A- 10A (EST)						1			1	\$375.00	\$375.00	Charlotte (WSOC)	LIVE WITH KELLY	9/28/12
14.0	Cancelled Line / Spot	10/05/12-10/05/12	4	:30	9P- 10P (EST)						1			1	\$2,000.00	\$2,000.00	Charlotte (WSOC)	PRIME TIME	8/3/12

## CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:

Date:

Accepted-Station:

Date:

Comments:

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### Agency

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### Product

Political - State Candidate (1071)

### Brand

C01C07 FOR GOV (132441)

### Salesperson

Telerep/Philadelphia, Philadelphia (1057)

### Sales Office

Telerep/Philadelphia

### Buyer Name

HANLEN,LINDSAY

### Phone/Fax

/

### CPE

MCCRO/ORDR/C01C07

### Account Types

National/Political

### Billing Type

Standard

### Comments

MCCRORY FOR GOVERNOR  
MCCRORY FOR NC GOVERNOR

Date Entered 07/06/12

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Entered By Jill Hipskind

CO-OP No

Headline # 06221194

Demo

Order Type Normal

Package Deal

Commission % 15.00

Commission \$6,712.50

Net Total \$38,037.50

Sales Tax

### Charlotte (WSOC)

By Broadcast Month

Oct. 2012

Grand Total:

Spots 55 Rate \$44,750.00

55 \$44,750.00

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
15.2	Normal Line / Spot	10/01/12-10/01/12	5	:30	10A- 11A (EST)	1	1							1	\$375.00	\$375.00	Charlotte (WSOC)	DR PHIL	9/28/12
16.2	Normal Line / Spot	10/01/12-10/01/12	4	:30	11P- 11:35P (EST)	1	1							1	\$1,200.00	\$1,200.00	Charlotte (WSOC)	EYEWITNESS NEWS	9/28/12
17.3	Normal Line / Spot	10/01/12-10/01/12	4	:30	11:35P- 12:05A (EST)	1	1							1	\$700.00	\$700.00	Charlotte (WSOC)	NIGHTLINE	9/28/12
18.2	Normal Line / Spot	10/01/12-10/01/12	5	:30	12P- 1P (EST)	1	1							1	\$375.00	\$375.00	Charlotte (WSOC)	EYEWITNESS NEWS	9/28/12
19.3	Normal Line / Spot	10/01/12-10/01/12	5	:30	4P- 5P (EST)	1	1							1	\$825.00	\$825.00	Charlotte (WSOC)	DR OZ	9/28/12
20.0	Cancelled Line / Spot	10/01/12-10/01/12	5	:30	5P- 5:30P (EST)	1	1							1	\$700.00	\$700.00	Charlotte (WSOC)	EYEWITNESS NEWS	8/3/12
21.2	Normal Line / Spot	10/01/12-10/01/12	5	:30	5:30A- 6A (EST)	1	1							1	\$425.00	\$425.00	Charlotte (WSOC)	NEWS DAYBREAK	9/28/12
22.1	Normal Line / Spot	10/01/12-10/01/12	5	:30	5:30P- 6P (EST)	1	1							1	\$875.00	\$875.00	Charlotte (WSOC)	EYEWITNESS NEWS	9/28/12
23.2	Normal Line / Spot	10/01/12-10/01/12	5	:30	6P- 6:30P (EST)	1	1							1	\$1,100.00	\$1,100.00	Charlotte (WSOC)	6P NEWS	9/28/12
24.1	Normal Line / Spot	10/01/12-10/01/12	5	:30	6A- 7A (EST)	1	1							1	\$850.00	\$850.00	Charlotte (WSOC)	NEWS DAYBREAK	9/28/12
25.2	Normal Line / Spot	10/01/12-10/01/12	5	:30	7A- 8A (EST)	1	1							1	\$775.00	\$775.00	Charlotte (WSOC)	GMA	9/28/12
26.1	Normal Line / Spot	10/01/12-10/01/12	5	:30	8P- 10P (EST)	1	1							1	\$6,000.00	\$6,000.00	Charlotte (WSOC)	DWTS	9/28/12
27.0	Cancelled Line / Spot	10/01/12-10/01/12	6	:30	9A- 10A (EST)	1	1							1	\$245.00	\$245.00	Charlotte (WSOC)	LIVE WITH KELLY	8/3/12
28.2	Normal Line / Spot	10/06/12-10/06/12	4	:30	11:30P- 12:05A (EST)	1						1		1	\$1,100.00	\$1,100.00	Charlotte (WSOC)	EYEWITNESS NEWS	9/28/12

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Date:

Accepted-Station:

Date:

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Agency Smart Media Group (1343)

Product Political - State Candidate (1071)

Brand CO1C07 FOR GOV (132441)

Salesperson Telerep/Philadelphia, Philadelphia (1057)

Sales Office Telerep/Philadelphia

Buyer Name HANLEN,LINDSAY

Phone/Fax /

CPE MCCRO/ORDR/CO1C07

Account Types National/Political

Billing Type Standard

Comments MCCRO/ORDR/CO1C07  
MCCRO/RY FOR NC GOVERNOR

Date Entered 07/06/12

Last Modified 09/28/12

Entered By Jill Hipskind

CO-OP No

Headline # 06221194

Demo

Order Type Normal

Package Deal

Commission % 15.00

Commission \$6,712.50

Net Total \$38,037.50

Sales Tax

Charlotte (WSOC)

By Broadcast Month

Oct. 2012

Grand Total:

Spots

55

55

Rate

\$44,750.00

\$44,750.00

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
29.2	Normal Line / Spot	10/06/12-10/06/12	5	:30	12P-12:30P (EST)							1		1	\$275.00	\$275.00	Charlotte (WSOC)	EYEWITNESS NEWS	9/28/12
30.2	Normal Line / Spot	10/06/12-10/06/12	5	:30	7A-8A (EST)							1		1	\$325.00	\$325.00	Charlotte (WSOC)	EYEWITNESS NEWS 7A	9/28/12
31.0	Cancelled Line / Spot	10/06/12-10/06/12	5	:30	8P-11:30P (EST)							2		2	\$1,800.00	\$3,600.00	Charlotte (WSOC)	COLLEGE FOOTBALL	8/3/12
32.2	Normal Line / Spot	10/06/12-10/06/12	5	:30	8A-9A (EST)							1		1	\$475.00	\$475.00	Charlotte (WSOC)	GMA SATURDAY	9/28/12
33.1	Cancelled Line / Spot	10/07/12-10/07/12	6	:30	11P-11:35P (EST)								1	1	\$850.00	\$850.00	Charlotte (WSOC)	SUN LATE NEWS	9/28/12
34.2	Normal Line / Spot	10/07/12-10/07/12	5	:30	12P-12:30P (EST)								1	1	\$275.00	\$275.00	Charlotte (WSOC)	EYEWITNESS NEWS	9/28/12
35.2	Normal Line / Spot	10/07/12-10/07/12	5	:30	6P-6:30P (EST)								1	1	\$1,000.00	\$1,000.00	Charlotte (WSOC)	6P NEWS SUNDAY	9/28/12
36.0	Cancelled Line / Spot	10/07/12-10/07/12	5	:30	6A-7A (EST)								1	1	\$225.00	\$225.00	Charlotte (WSOC)	EYEWITNESS NEWS 6A	8/3/12
37.2	Normal Line / Spot	10/07/12-10/07/12	5	:30	7A-8A (EST)								1	1	\$300.00	\$300.00	Charlotte (WSOC)	EYEWITNESS NEWS 7A	9/28/12
38.2	Normal Line / Spot	10/07/12-10/07/12	5	:30	8A-9A (EST)								1	1	\$500.00	\$500.00	Charlotte (WSOC)	GMA SUNDAY	9/28/12
39.0	Cancelled Line / Spot	10/07/12-10/07/12	3	:30	9A-10A (EST)								1	1	\$500.00	\$500.00	Charlotte (WSOC)	THIS WEEK	8/3/12
40.2	Normal Line / Spot	10/04/12-10/04/12	4	:30	11P-11:35P (EST)							1		1	\$1,200.00	\$1,200.00	Charlotte (WSOC)	EYEWITNESS NEWS	9/28/12
41.2	Normal Line / Spot	10/04/12-10/04/12	4	:30	11:35P-12:05A (EST)							1		1	\$700.00	\$700.00	Charlotte (WSOC)	NIGHTLINE	9/28/12
42.1	Normal Line / Spot	10/04/12-10/04/12	3	:30	12P-1P (EST)							1		1	\$675.00	\$675.00	Charlotte (WSOC)	EYEWITNESS NEWS	9/28/12

## CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:	Date:	Accepted-Station:	Date:	Comments:
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**Schedule Dates** 10/01/12-10/07/12  
**Advertiser** Pol/P McCrory/R/Gov/NC (16611)  
**Agency** Smart Media Group (1343)  
**Product** Political - State Candidate (1071)  
**Brand** C01C07 FOR GOV (132441)  
**Salesperson** Telerep/Philadelphia, Philadelphia (1057)  
**Sales Office** Telerep/Philadelphia  
**Buyer Name** HANLEN, LINDSAY  
**Phone/Fax** /  
**CPE** MCCRO/ORDR/C01C07  
**Account Types** National/Political  
**Billing Type** Standard  
**Comments** MCCRO/ORDR FOR GOVERNOR  
MCCRO/ORDR FOR NC GOVERNOR

**Date Entered** 07/06/12  
**Last Modified** 09/28/12  
**Entered By** Jill Hipskind  
**CO-OP** No  
**Headline #** 06221194  
**Demo**  
**Order Type** Normal  
**Package Deal**  
**Commission %** 15.00  
**Commission** \$6,712.50  
**Net Total** \$38,037.50  
**Sales Tax**

**Charlotte (WSOC)**  
**By Broadcast Month**  
Oct. 2012  
Grand Total:  
**Spots** 55  
**Rate** \$44,750.00  
\$44,750.00

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
43.2	Normal Line / Spot	10/04/12-10/04/12	5	:30	4P- 5P (EST)					1				1	\$825.00	\$825.00	Charlotte (WSOC)	DR OZ	9/28/12
44.2	Normal Line / Spot	10/04/12-10/04/12	5	:30	5P- 5:30P (EST)					1				1	\$850.00	\$850.00	Charlotte (WSOC)	EYEWITNES NEWS	9/28/12
45.2	Normal Line / Spot	10/04/12-10/04/12	5	:30	5:30A- 6A (EST)					1				1	\$425.00	\$425.00	Charlotte (WSOC)	NEWS DAYBREAK	9/28/12
46.0	Cancelled Line / Spot	10/04/12-10/04/12	5	:30	5:30P- 6P (EST)					1				1	\$750.00	\$750.00	Charlotte (WSOC)	EYEWITNESS NEWS	9/28/12
47.2	Normal Line / Spot	10/04/12-10/04/12	5	:30	6P- 6:30P (EST)					1				1	\$1,100.00	\$1,100.00	Charlotte (WSOC)	6P NEWS	9/28/12
48.0	Cancelled Line / Spot	10/04/12-10/04/12	5	:30	6A- 7A (EST)					1				1	\$750.00	\$750.00	Charlotte (WSOC)	NEWS DAYBREAK	9/28/12
49.2	Normal Line / Spot	10/04/12-10/04/12	5	:30	7A- 8A (EST)					1				1	\$775.00	\$775.00	Charlotte (WSOC)	GMA	9/28/12
50.0	Cancelled Line / Spot	10/04/12-10/04/12	6	:30	9A- 10A (EST)					1				1	\$245.00	\$245.00	Charlotte (WSOC)	LIVE WITH KELLY	8/3/12
51.0	Cancelled Line / Spot	10/04/12-10/04/12	5	:30	9P- 10P (EST)					1				1	\$5,000.00	\$5,000.00	Charlotte (WSOC)	GREYS ANATOMY	8/3/12
52.1	Normal Line / Spot	10/02/12-10/02/12	4	:30	11P- 11:35P (EST)					1				1	\$1,200.00	\$1,200.00	Charlotte (WSOC)	EYEWITNESS NEWS	9/28/12
53.2	Normal Line / Spot	10/02/12-10/02/12	4	:30	11:35P- 12:05A (EST)					1				1	\$700.00	\$700.00	Charlotte (WSOC)	NIGHTLINE	9/28/12
54.0	Cancelled Line / Spot	10/02/12-10/02/12	6	:30	12P- 1P (EST)					1				1	\$245.00	\$245.00	Charlotte (WSOC)	EYEWITNESS NEWS	8/3/12
55.2	Normal Line / Spot	10/02/12-10/02/12	5	:30	4P- 5P (EST)					1				1	\$825.00	\$825.00	Charlotte (WSOC)	DR OZ	9/28/12
56.2	Normal Line / Spot	10/02/12-10/02/12	5	:30	5P- 5:30P (EST)					1				1	\$850.00	\$850.00	Charlotte (WSOC)	EYEWITNESS NEWS	9/28/12

## CONFIRMATION CONTRACT

Accepted-Agency/Advertiser: \_\_\_\_\_ Date: \_\_\_\_\_  
Accepted-Station: \_\_\_\_\_ Date: \_\_\_\_\_  
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Brand CO1C07 FOR GOV (132441)

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Sales Office Telerep/Philadelphia

Buyer Name HANLEN, LINDSAY

Phone/Fax /

CPE MCCRO/ORDR/CO1C07

Account Types National/Political

Billing Type Standard

Comments MCCRORY FOR GOVERNOR  
MCCRORY FOR NC GOVERNOR

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57.2	Normal Line / Spot	10/02/12-10/02/12	5	:30	5:30A- 6A (EST)	1		1						1	\$425.00	\$425.00	Charlotte (WSOC)	NEWS DAYBREAK	9/28/12
58.1	Normal Line / Spot	10/02/12-10/02/12	5	:30	5:30P- 6P (EST)	1		1						1	\$875.00	\$875.00	Charlotte (WSOC)	EYEWITNESS NEWS	9/28/12
59.0	Cancelled Line / Spot	10/02/12-10/02/12	5	:30	6P- 6:30P (EST)	1		1						1	\$900.00	\$900.00	Charlotte (WSOC)	6P NEWS	8/3/12
60.1	Normal Line / Spot	10/02/12-10/02/12	5	:30	6A- 7A (EST)	2		2						2	\$850.00	\$1,700.00	Charlotte (WSOC)	NEWS DAYBREAK	9/28/12
61.1	Cancelled Line / Spot	10/02/12-10/02/12	6	:30	7A- 8A (EST)	1		1						1	\$700.00	\$700.00	Charlotte (WSOC)	GMA	9/28/12
62.2	Normal Line / Spot	10/02/12-10/02/12	5	:30	9A- 10A (EST)	1		1						1	\$375.00	\$375.00	Charlotte (WSOC)	LIVE WITH KELLY	9/28/12
63.1	Cancelled Line / Spot	10/02/12-10/02/12	3	:30	9P- 10P (EST)	1		1						1	\$5,000.00	\$5,000.00	Charlotte (WSOC)	DWTS RESULTS	9/28/12
64.2	Normal Line / Spot	10/03/12-10/03/12	5	:30	10A- 11A (EST)	1		1						1	\$375.00	\$375.00	Charlotte (WSOC)	DR PHIL	9/28/12
65.2	Normal Line / Spot	10/03/12-10/03/12	4	:30	11P- 11:35P (EST)	1		1						1	\$1,200.00	\$1,200.00	Charlotte (WSOC)	EYEWITNESS NEWS	9/28/12
66.2	Normal Line / Spot	10/03/12-10/03/12	4	:30	11:35P- 12:05A (EST)	1		1						1	\$700.00	\$700.00	Charlotte (WSOC)	NIGHTLINE	9/28/12
67.0	Cancelled Line / Spot	10/03/12-10/03/12	6	:30	12P- 1P (EST)	2		2						2	\$245.00	\$490.00	Charlotte (WSOC)	EYEWITNESS NEWS	8/3/12
68.3	Normal Line / Spot	10/03/12-10/03/12	5	:30	4P- 5P (EST)	2		2						2	\$825.00	\$1,650.00	Charlotte (WSOC)	DR OZ	9/28/12
69.0	Cancelled Line / Spot	10/03/12-10/03/12	5	:30	5P- 5:30P (EST)	1		1						1	\$700.00	\$700.00	Charlotte (WSOC)	EYEWITNESS NEWS	8/3/12
70.2	Normal Line / Spot	10/03/12-10/03/12	5	:30	5:30A- 6A (EST)	1		1						1	\$425.00	\$425.00	Charlotte (WSOC)	NEWS DAYBREAK	9/28/12

## CONFIRMATION CONTRACT

Accepted Agency/Advertiser:	Date:	Accepted Station:	Date:	Comments:
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**Product** Political - State Candidate (1071)  
**Brand** CO1C07 FOR GOV (132441)  
**Salesperson** Telerep/Philadelphia, Philadelphia (1057)  
**Sales Office** Telerep/Philadelphia  
**Buyer Name** HANLEN, LINDSAY  
**Phone/Fax** /  
**CPE** MCCRO/ORDR/CO1C07  
**Account Types** National/Political  
**Billing Type** Standard  
**Comments** MCCRORY FOR GOVERNOR  
MCCRORY FOR NC GOVERNOR

**Date Entered** 07/06/12  
**Last Modified** 09/28/12  
**Entered By** Jill Hipskind  
**CO-OP** No  
**Headline #** 06221194  
**Demo**  
**Order Type** Normal  
**Package Deal**  
**Commission %** 15.00  
**Commission** \$6,712.50  
**Net Total** \$38,037.50  
**Sales Tax**

**Charlotte (WSOC)**  
**By Broadcast Month**  
Oct. 2012  
Grand Total:  
**Spots** 55  
**Rate** \$44,750.00  
\$44,750.00

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
71.1	Normal Line / Spot	10/03/12-10/03/12	5	:30	5:30P- 6P (EST)				1					1	\$875.00	\$875.00	Charlotte (WSOC)	EYEWITNESS NEWS	9/28/12
72.1	Cancelled Line / Spot	10/03/12-10/03/12	6	:30	6P- 6:30P (EST)				1					1	\$900.00	\$900.00	Charlotte (WSOC)	6P NEWS	9/28/12
73.1	Normal Line / Spot	10/03/12-10/03/12	5	:30	6A- 7A (EST)				1					1	\$850.00	\$850.00	Charlotte (WSOC)	NEWS DAYBREAK	9/28/12
74.1	Cancelled Line / Spot	10/03/12-10/03/12	6	:30	7A- 8A (EST)				1					1	\$700.00	\$700.00	Charlotte (WSOC)	GMA	9/28/12
75.2	Normal Line / Spot	10/03/12-10/03/12	5	:30	9A- 10A (EST)				1					1	\$375.00	\$375.00	Charlotte (WSOC)	LIVE WITH KELLY	9/28/12
76.0	Normal Line / Spot	10/02/12-10/02/12	5	:30	6P- 6:30P (EST)			1						1	\$1,100.00	\$1,100.00	Charlotte (WSOC)		9/28/12

## CONFIRMATION CONTRACT

Accepted-Agency/Advertiser: \_\_\_\_\_ Date: \_\_\_\_\_

Accepted-Station: \_\_\_\_\_

Date: \_\_\_\_\_

Comments: \_\_\_\_\_

WSOC-TV does not accept advertising contracts that impermissibly discriminate on the basis of race or ethnicity. This non-discrimination provision is a condition of each advertising contract with this station whether verbal or written.